

FIG. 1

PRIOR ART

FIG. 2 is a block diagram of a network architecture. The diagram shows a hierarchical structure starting from a National Content Center (1000) at the top, which connects to a Broadcast Network (1002). This network then branches into two Regional Data Centers (1004 and 1006). Each Regional Data Center is connected to a Cable Modem Network (1008 and 1010). Finally, each Cable Modem Network is connected to a Cable Modem (1012 and 1014), which in turn connects to a Client (1016 and 1018).

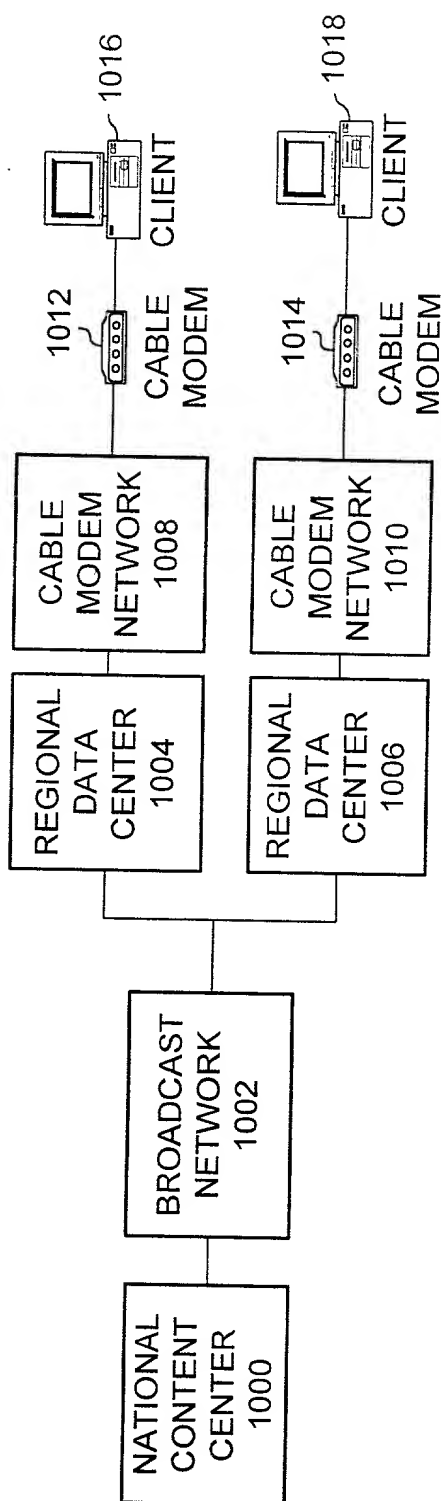


FIG. 2

It is to be understood that the present invention is not limited to the specific details shown and described herein.

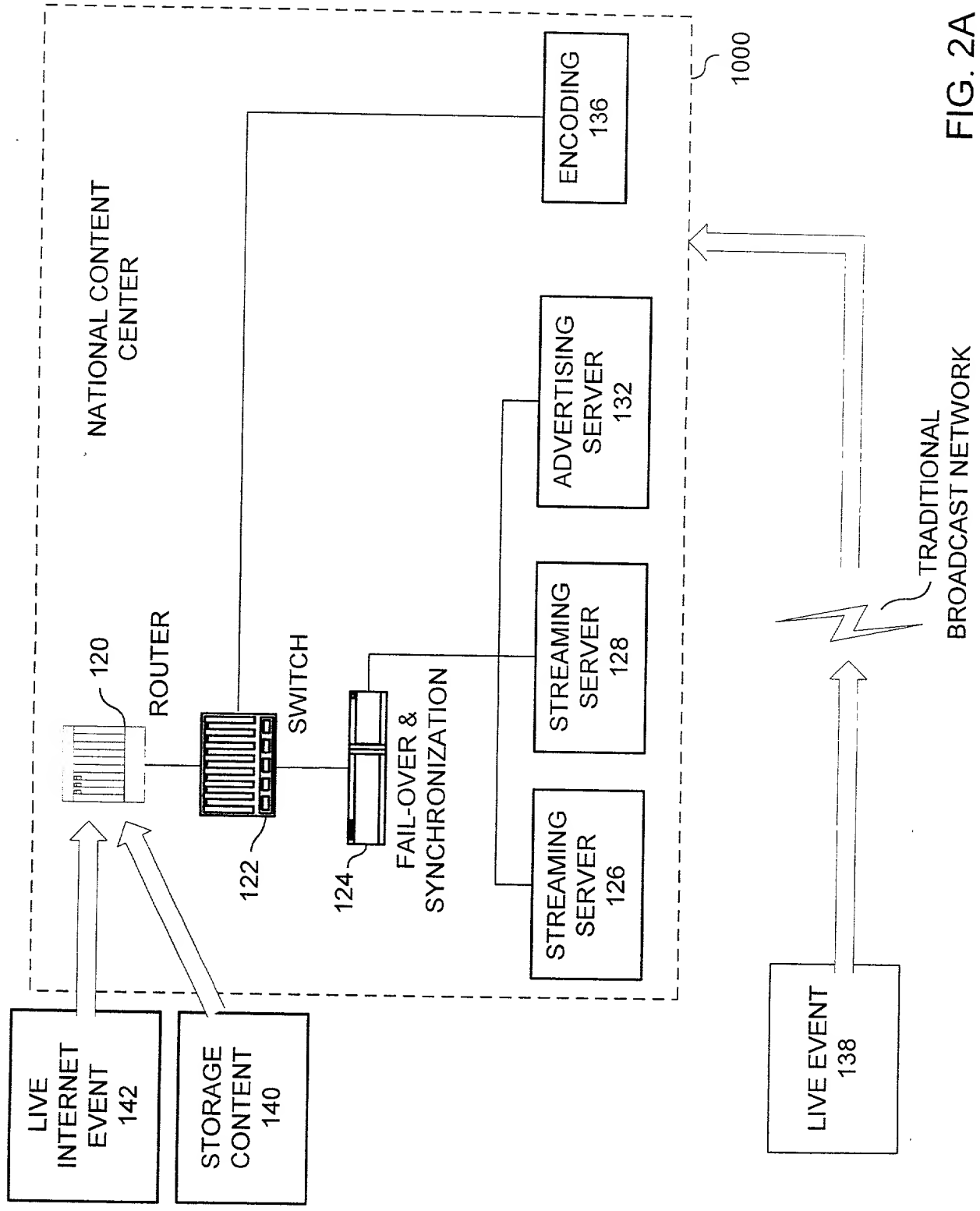


FIG. 2A

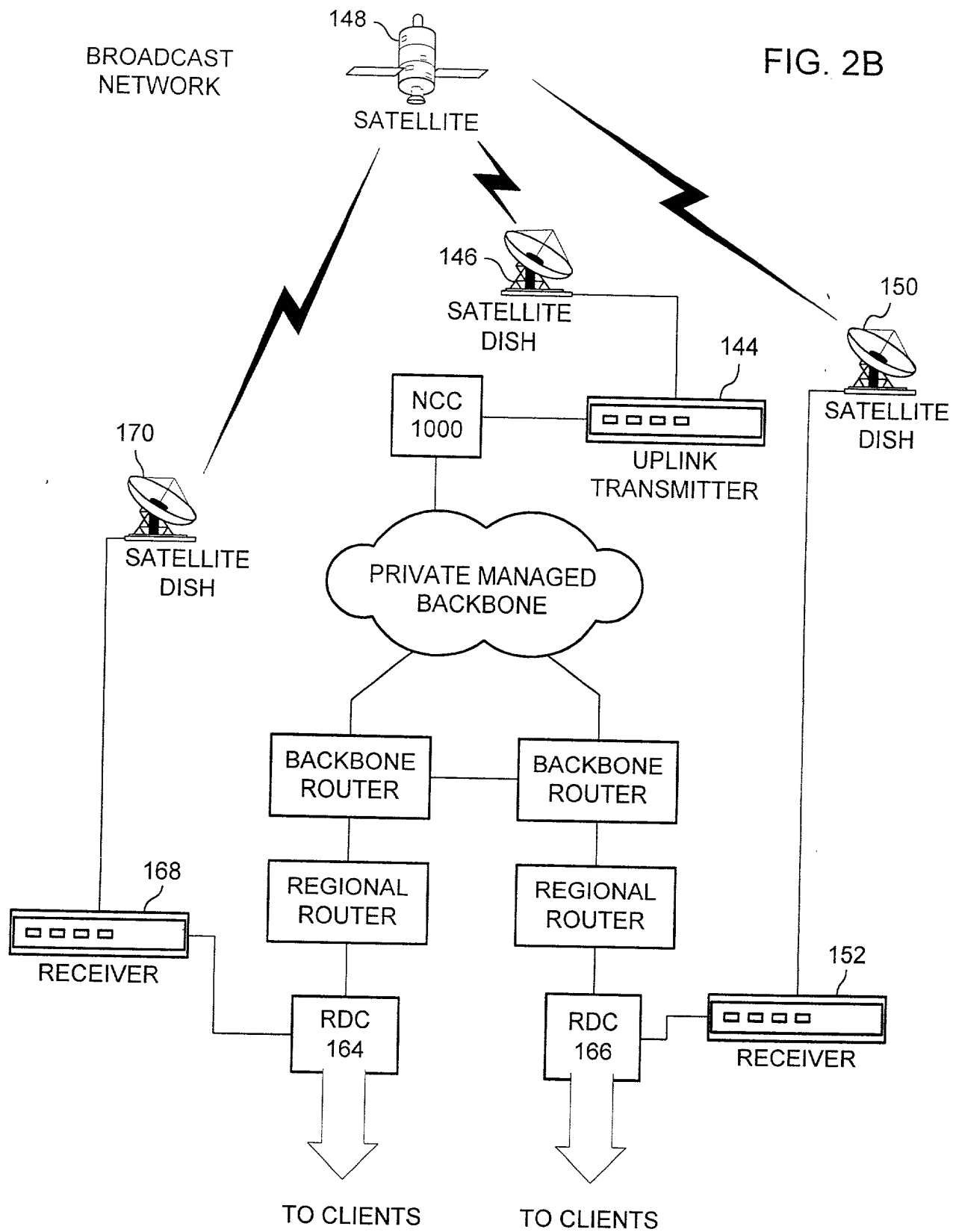
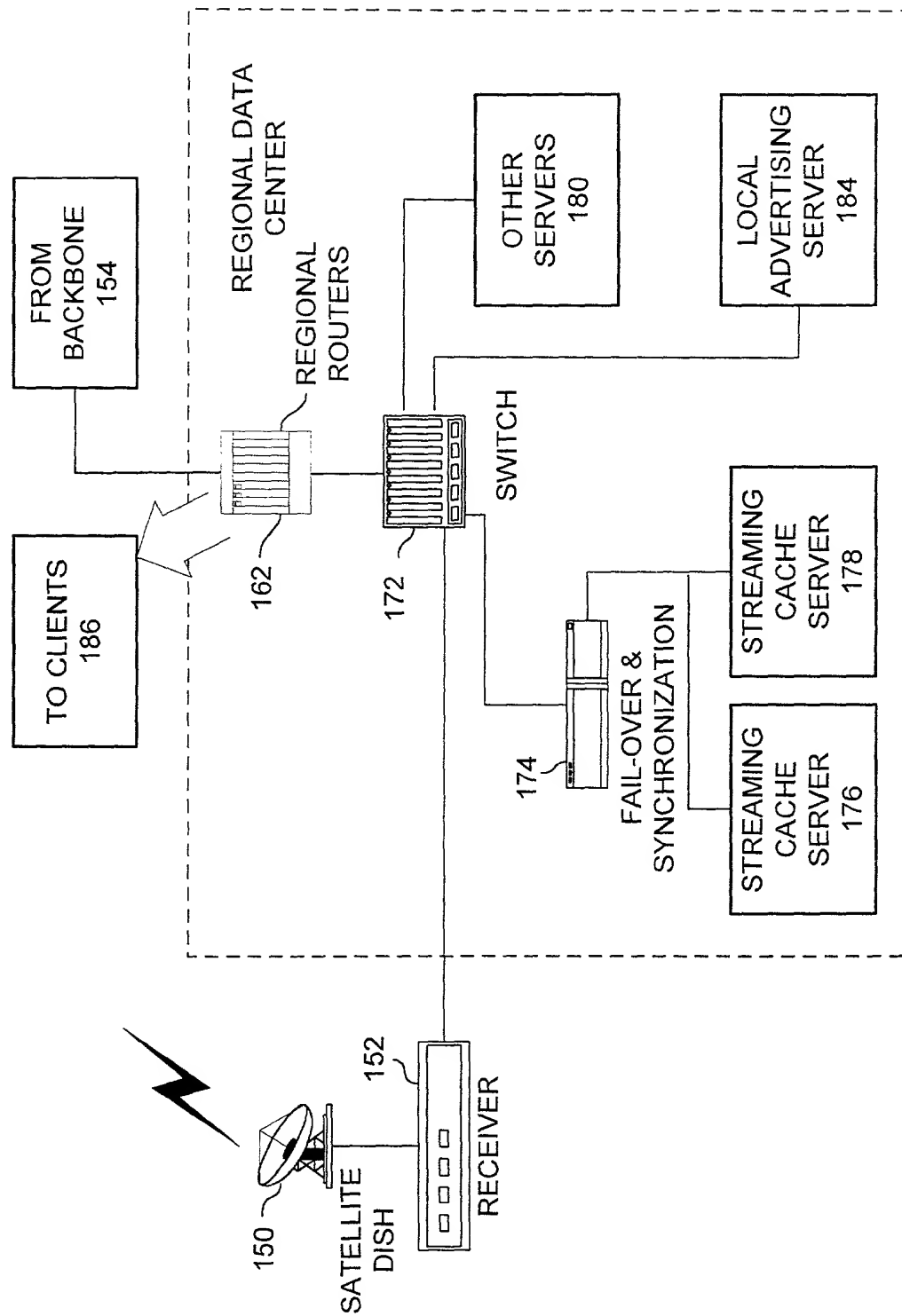


FIG. 2C



# Movie Screen

## Visual characteristics

- Up to VHS Quality
- Large Format
- Multicast ("broadcast")

## Interactive characteristics

- Clickable hotspots • buttons
- Data inserted into stream can be displayed at precise times in other areas of PCTV screen.



FIG. 3

## Movie Controls

### Current Controls

- Play • pause • stop
- Volume • balance
- Movie screen size
- Rewind • ffwd • store
- Volume
- Movie screen size



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FIG. 4

## Viewer Participation

### Chat

- General audience chat
- Private "buddy list" chat
- Instant Messages
- Full screen chat mode

### Interactive Companion Programming

- Viewer selects options
- Games • polls
- Applications • Services  
(in this case Parental Controls)

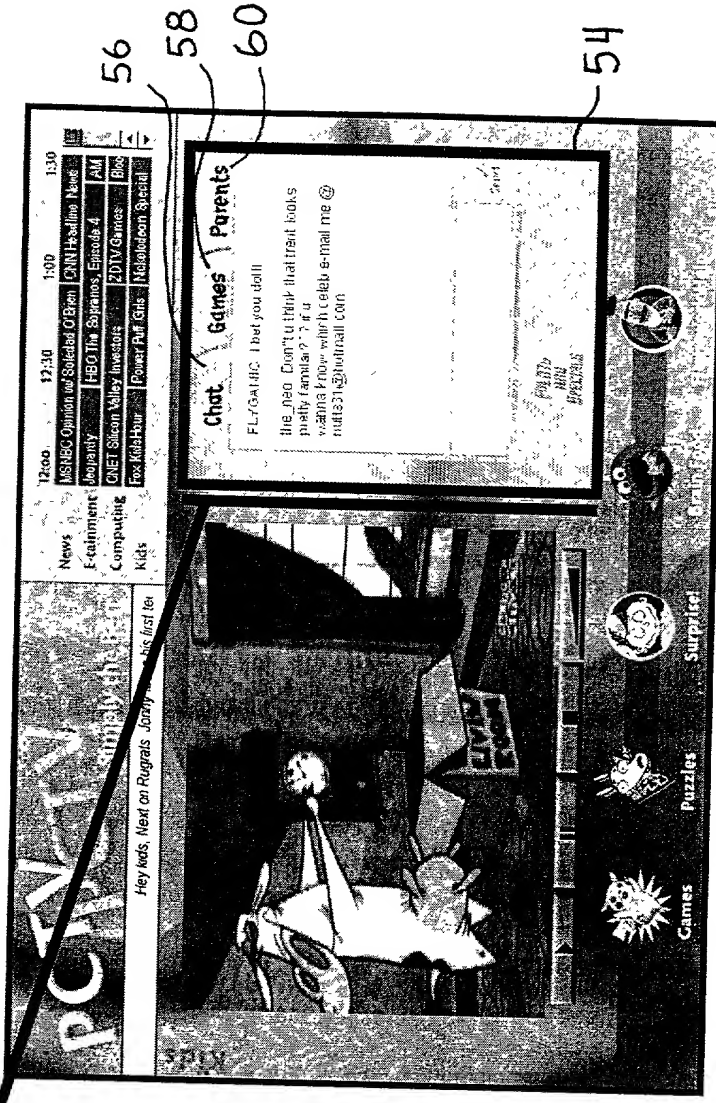


FIG. 5



## Promo/Sponsor Area

### Channel specific (persistent)

- Part of PCTV interface
- Buttons • logos • services

### Program segment specific

- Triggered from stream header
- Games • links • services

### Time code or event specific

- Triggered from stream data
- More info • ad link • buy now

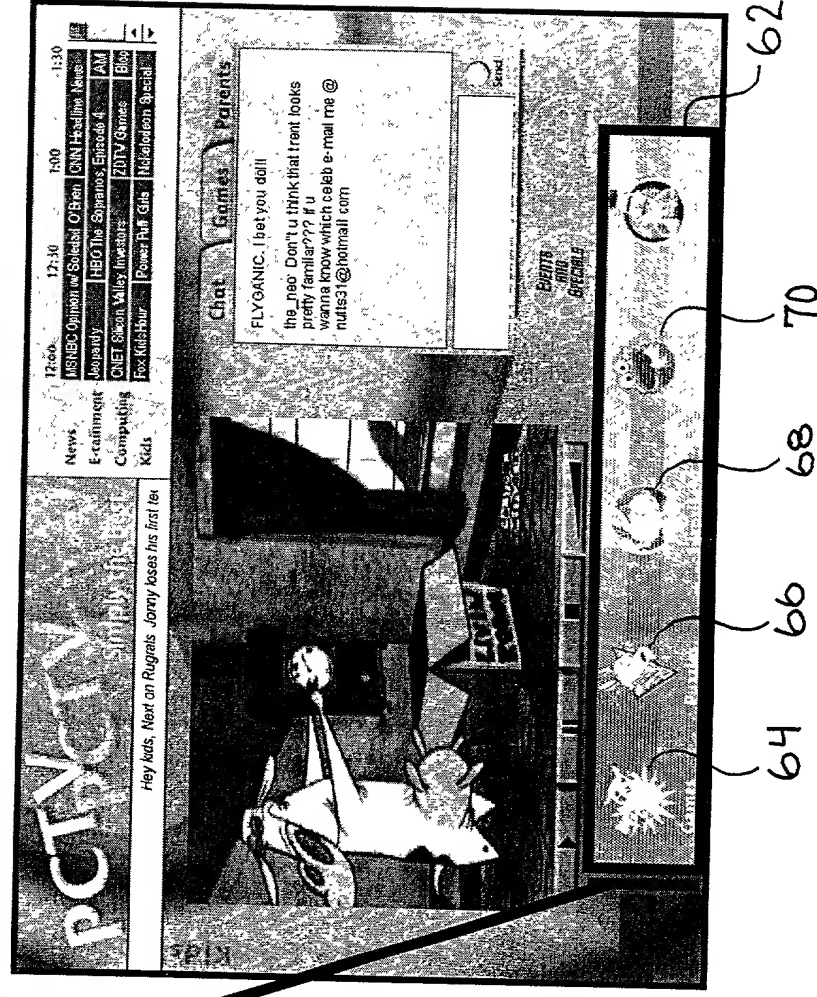


FIG. 6

## Program Guide

- Quick view • daily schedule
- Click for full guide
- E-Mail/pop-up reminders

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FIG. 7

## Channel Ticker

- Related news • info
- Promos
- Audience messages
- Help • tips



FIG. 8

Timecode markers inserted: ▲ display Web content, △ buffer ad, ▲ play ad, △ buffer next segment, etc.

Real-time insertion: △ buffer ad, ▲ play ad

Play intro video #1

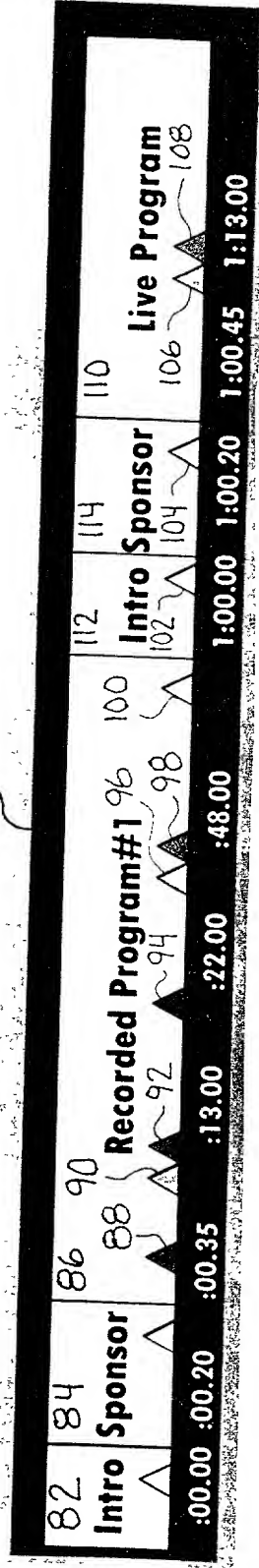
Play sponsor video #1

Play recorded program

Play intro video #2

Play sponsor video #2

Play live program



When buffered, segments play together seamlessly

FIG. 9